



**Dan Jones**  
**& ASSOCIATES**  
Public Opinion & Market Research  
*A Cicero Group Company*

**Taylorsville City**  
Resident Survey  
April 2012

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## Introduction

Dan Jones & Associates, a full-service, independent, public opinion and market research firm located in Salt Lake City, Utah, was commissioned by Taylorsville City to conduct and compile a research study of Taylorsville residents regarding issues and needs in their city.

## Research Objectives

The overall objective is for Taylorsville City administration to better understand residents' attitudes and desires for the city, more specifically to:

- Assess resident attitudes about Taylorsville of 2011 compared to five years ago
- Identify improvements of the last five years and desired improvements for the next five years
- Rate city employees' courtesy and work performance
- Measure satisfaction with Taylorsville City services
- Understand perceptions about the Unified Police Department and whether residents feel Taylorsville City should join the UPD
- Examine residents' perceptions about city taxes and tolerance for a tax increase
- Learn how many residents have used the Taylorsville City website, and what information they would like to see on the website
- Measure satisfaction with residents' interaction with Taylorsville City
- Evaluate best methods for receiving communication from Taylorsville City

## Methodology

Dan Jones & Associates developed the questionnaire in conjunction with representatives of Taylorsville City administration. To meet the research objectives, 354 residents of Taylorsville City were interviewed: approximately 60% by telephone and 40% by an online survey.

# Methodology

Using lists of all residences in Taylorsville City, 2000 households were randomly-selected to receive a postcard invitation (see page 6) to participate in the online survey by logging on to a secure website. Lists for the telephone survey were purchased from a professional sample company. Telephone fieldwork was conducted in May of 2010 during weekday evening hours (4:00 to 9:00 pm MDT) and Saturday daytime hours (10:00 am to 3:00 pm MDT).

## Survey Instrument

The questionnaire included structured questions to measure intensity of opinions and unstructured questions to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups. Prior to implementation, the client approved the questionnaire. A pretest was conducted before fieldwork to check the questionnaire for length, flow, clarity, and common language. The client approved any changes made to the questionnaire as a result of the pretest. The survey averaged 17 minutes in length.

## Sample

Lists for the telephone survey were purchased from a professional sample company. For the purpose of this research, Dan Jones & Associates utilized a random sampling procedure giving each household within Taylorsville City an equal opportunity of being selected for an interview. Respondents were screened to ensure that participants were at least 18 years old.

The margin of error for this survey is +/-5.2% for current total data. The margin of error increases for responses of subgroups within the data. This study has a 95% confidence level, meaning that no more than one time in twenty should chance variations in the sample cause the results to vary by more than the margin of error (+/-5.2%) from the answers that would be obtained if all people in the survey universe were polled.

## Fieldwork

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and proven to be reliable and thorough. To assure accuracy in reciting the questions and recording the responses, the project director carefully briefed interviewers. All phone interviews were conducted from the Dan Jones & Associates on-site Data Collection Center, where all interviewers are monitored and supervised.

Telephone fieldwork was conducted in March of 2010 during weekday evening hours (4:00 to 9:00 pm MDT) and Saturday daytime hours (10:00 am to 3:00 pm MDT). Multiple callbacks were made to reach respondents.

## Limitations

Dan Jones & Associates recognizes that there are constraints to all survey research. Some of those limitations include: **Time**—fieldwork or data collection is usually conducted in a two-week window, therefore, people who may not be available during the data collection period will be excluded from the sample; **Budget**—it is too costly to reach everyone within the survey universe or to ask for opinions on every possible option or issue; and **Access**—not all potential respondents have access to landline telephones or Internet access. Random sampling is used to get the best representation possible.

## Data Analysis

Statistical results have been prepared by the staff of Dan Jones & Associates. Each question has a response distribution (see Appendix A), as well as a series of cross-tabulations (see Appendix C) which organize responses by various demographic groupings and allow for the detection of differences that may exist between opinions of subgroups.

Additionally, verbatim respondent comments are transcribed in Appendix B. Because of rounding, the response distribution on individual questions may not always total 100%.

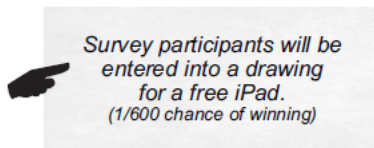
## Postcard Invitation



**Dan Jones**  
& ASSOCIATES

Please participate in a 12-minute survey regarding city issues facing Taylorsville residents.

Results will be anonymous.



To participate, please login at:

**[www.djasurvey.com/TAY12](http://www.djasurvey.com/TAY12)**  
**password:xxxxx**

Survey closes EOD Sunday, April 15, 2012

# Key Findings

## Key Findings

### Living in Taylorsville

- In general residents are more positive when comparing Taylorsville today to five years ago.
- The vast majority of respondents agree that Taylorsville is a good place to live and that they take pride in living in the city.
- Most residents feel safe in their neighborhoods and safe living in Taylorsville – a key factor in determining satisfaction with a city.
- Roads and traffic issues as well as the appearance of the city are the improvements most seen by residents. Still, roads and traffic issues are the most frequently mentioned improvement residents would like to see in the future. Economic development is also one of the top mentioned improvements.
- Crime and safety and economic development are the most important issues facing the city followed by road and traffic concerns.

### Taylorsville Neighbor- hoods

- Four of every five respondents indicate they are able to keep up with the exterior maintenance of their home. However two-thirds have concerns about the upkeep of their neighborhood.
- Less than half of residents think the city is enforcing ordinances enough.
- Crime and safety are the greatest “neighborhood” concern for a quarter of residents. Equally concerning is home and yard maintenance in neighborhoods.

## Key Findings

### Services

- While all Taylorsville services measured in the research receive above average mean ratings, garbage collection, recycling, and the Taylorsville Dayzz event receive highest marks.
- Lower marks are given to zoning/ planning, animal control and traffic enforcement. The Justice Court also receives a lower mean rating but few residents have had experience with the court..
- The cemetery receives above average satisfaction ratings but two in five residents are not familiar enough to provide a rating.
- One-third of respondents are satisfied with land use, zoning and planning by Taylorsville. A plurality of residents are neutral or don't know about these services.

### Unified Police Department

- Most residents have limited knowledge regarding the Unified Police Department. Roughly one in ten say they are very familiar with the agency.
- The majority of residents (53%) favor Taylorsville becoming part of the UPD.
- One fourth of opponents would favor the change if it lowered costs for the city. More than half of opponents favor joining if being part of the UPD meant better service.

## Key Findings

### Taylorsville Taxes

- Taylorsville taxes are viewed as a moderately good value for the money paid.
- Nearly half of those responding believe Taylorsville property taxes are about the same as other cities in the county. One in four don't know how Taylorsville taxes compare and the remaining residents are split as to whether city taxes are higher or lower than in other communities.
- Though half of respondents say they oppose a tax increase in general, when asked about a specific amount of increase, three of four indicate a willingness to pay from \$20 to \$100 or more to maintain services at their current level.
- A majority of residents are willing to support a tax increase for more parks and recreation. There is somewhat less support for tax increases for walking and bike trails and multipurpose and performing arts centers.

### Information Sources

- The city newsletter is the primary source of information about Taylorsville for many residents followed by newspapers.
- Four in ten residents prefer the newsletter for city information but nearly one-fifth would like information about Taylorsville available by email. An insert in a bill is the preferred method for 14%.
- Forty percent of respondents have used the Taylorsville website.



## Key Findings

### Contact with Taylorsville

- One-third of residents have contacted a city office in the past year.
- The majority were very or somewhat satisfied with the city's response.

### City Employees

- Over half of residents are very or somewhat satisfied with the courtesy and work performance of city employees. Very few respondents say they are dissatisfied with the employees performance.

### Citizen Input

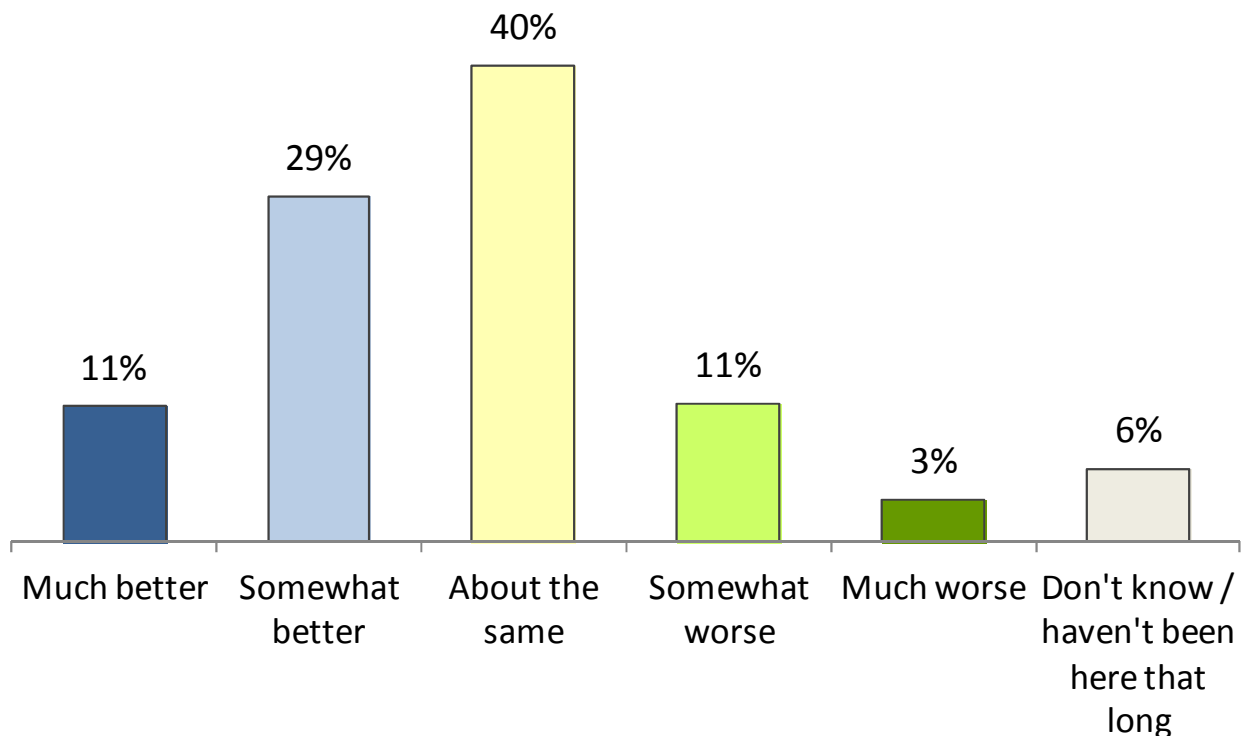
- Slightly less than half of Taylorsville respondents say they know how to inform the city regarding their feelings on important issues.
- A plurality of respondents (40%) agree that citizens' opinions are considered before the city makes major decisions while one in five residents disagree.
- Approximately one-third of respondents believe the mayor and city council want to know how they feel on issues. Many residents give neutral responses or say they don't know when asked if the mayor and council wanted to know their opinions.

# Charts and Graphs of Results

✓ Checkmarks highlight significant findings.

## Living in Taylorsville

*How would you rate Taylorsville City today compared to five years ago?*



- ✓ Residents with an education level of some college/tech school, residents who have lived in Taylorsville for 11-20 years, and residents who have lived in Taylorsville for 21 or more years are more likely to say Taylorsville is *about the same* when compared to 5 years ago.
- ✓ Residents with two household members are more likely to say Taylorsville is *somewhat better* when compared to 5 years ago.

## Living in Taylorsville

*What is the major improvement, if any, that you **HAVE SEEN** occur in Taylorsville City over the past five years? (UNAIDED)*

Roads/ traffic issues	28%
Beautification	13%
Economic development	7%
City Hall building	6%
Police Department	5%
Parks/ recreation	5%
City management/ officials	5%
Community involvement	4%
None	10%
Other	5%
Don't know	12%

Verbatim comments for this question are found in Appendix B.

## Living in Taylorsville

*What is the one major improvement that you would **LIKE TO SEE** in the next five years that would make living in Taylorsville City better for you? (UNAIDED)*

Better roads/ traffic issues addressed	21%
Economic development	13%
Beautification	13%
Parks/ recreation	8%
Better city management	7%
Less crime/ safer	6%
Tax issues	3%
Code enforcement	3%
Community involvement	1%
None	5%
Other	7%
Don't know	14%

Verbatim comments for this question are found in Appendix B.

## Living in Taylorsville

*What would you consider to be the **MOST IMPORTANT ISSUE** facing Taylorsville City today?  
(UNAIDED)*

Crime/ safety	20%
Economic development	17%
Roads/ traffic	13%
Taxes	8%
City finances/ budget	8%
Population growth	6%
City revenue	5%
City management	3%
Police department	3%
Education/ school funding	2%
Other	7%
Don't know	8%

Verbatim comments for this question are found in Appendix B.

## Living in Taylorsville

*What other important issues are facing Taylorsville City? (UNAIDED)*

Roads/ traffic	17%
Crime/ safety	15%
Economic development	13%
Police department	9%
Poor yard/ home maintenance	9%
Population growth	7%
Taxes	5%
City management	5%
City beautification	4%
Education/ school funding	4%
Other	8%
Don't know/ not sure	14%

Verbatim comments for this question are found in Appendix B.

# Living in Taylorsville

*Do you agree or disagree with the following statements about Taylorsville?*

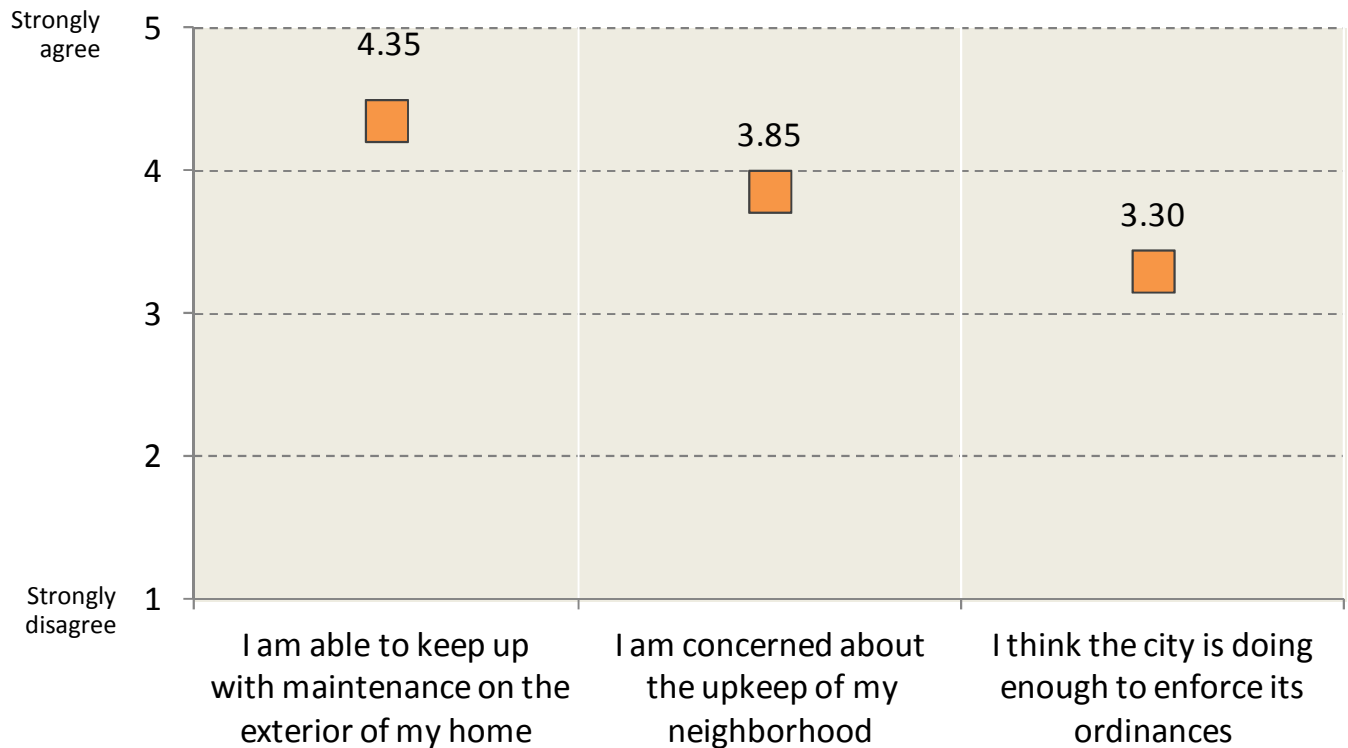


- ✓ Residents with an education level of less than high school or some college/tech school are more likely to say they strongly agree *Taylorsville is a good place to live*.
- ✓ Residents with an education level of Bachelor's Degree are more likely to say they strongly agree that they *feel safe living in Taylorsville and their neighborhood*.
- ✓ Residents with an education level of some college/tech school are more likely to say they strongly agree that they *take pride in telling others that they live in Taylorsville*.
- ✓ Residents with one person living in the household are more likely to say they strongly agree that they *take pride in telling others that they live in Taylorsville*.



## Neighborhoods

*Do you agree or disagree with the following statements about Taylorsville?*



- ✓ Residents who have lived in Taylorsville for 21 or more years, and residents with no children living in the household are more likely to say they strongly agree that they are able to *keep up with maintenance on the exterior of their home*.
- ✓ Males are more likely to say they agree that they are *concerned about the upkeep of their neighborhood*.

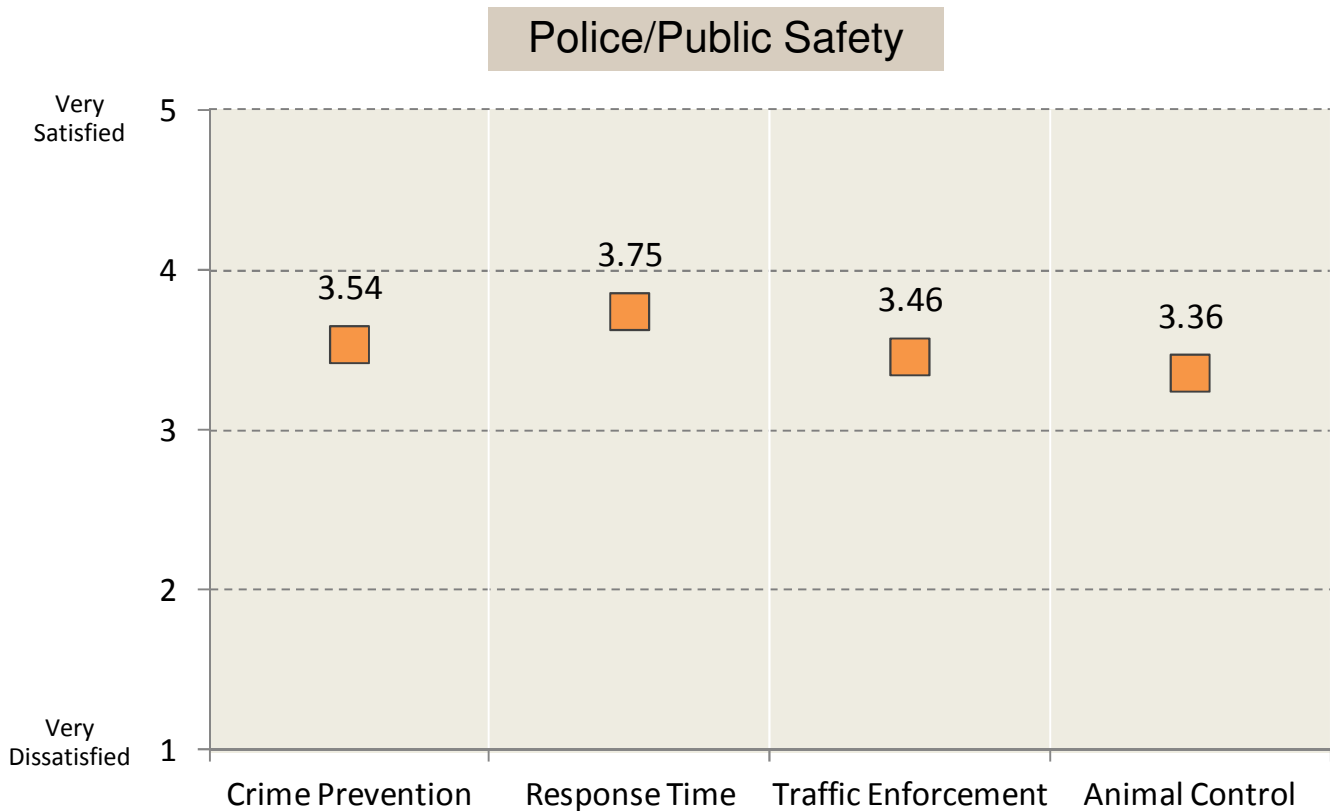
## Neighborhoods

*What is the biggest concern you have in your neighborhood? (UNAIDED)*

Crime/ safety	26%
Yard/ home maintenance	26%
Neighborhood ordinances	7%
Roads/ traffic	7%
Renters	5%
Street parking	4%
Noise – road/dogs	3%
Vacant properties	2%
Sense of community	3%
Animal control	2%
Other	11%
Don't know/ none	6%

Verbatim comments for this question are found in Appendix B.

*Please rate the following Taylorsville service using a 1-5 scale with one meaning very dissatisfied and five meaning very satisfied.*



- ✓ Residents who have lived in Taylorsville for 11-20 years are more likely to say they are satisfied with *crime prevention*.
- ✓ Residents who own their own home are less likely to say they are very satisfied with *crime prevention*.
- ✓ Residents aged 65 or over are more likely to say they are very satisfied with *response times*.
- ✓ Residents who have lived in Taylorsville for 21 or more years are less likely to say they are satisfied with *response times*.
- ✓ Residents who have lived in Taylorsville for 21 or more years are less likely to say they are very satisfied with *traffic enforcement*.

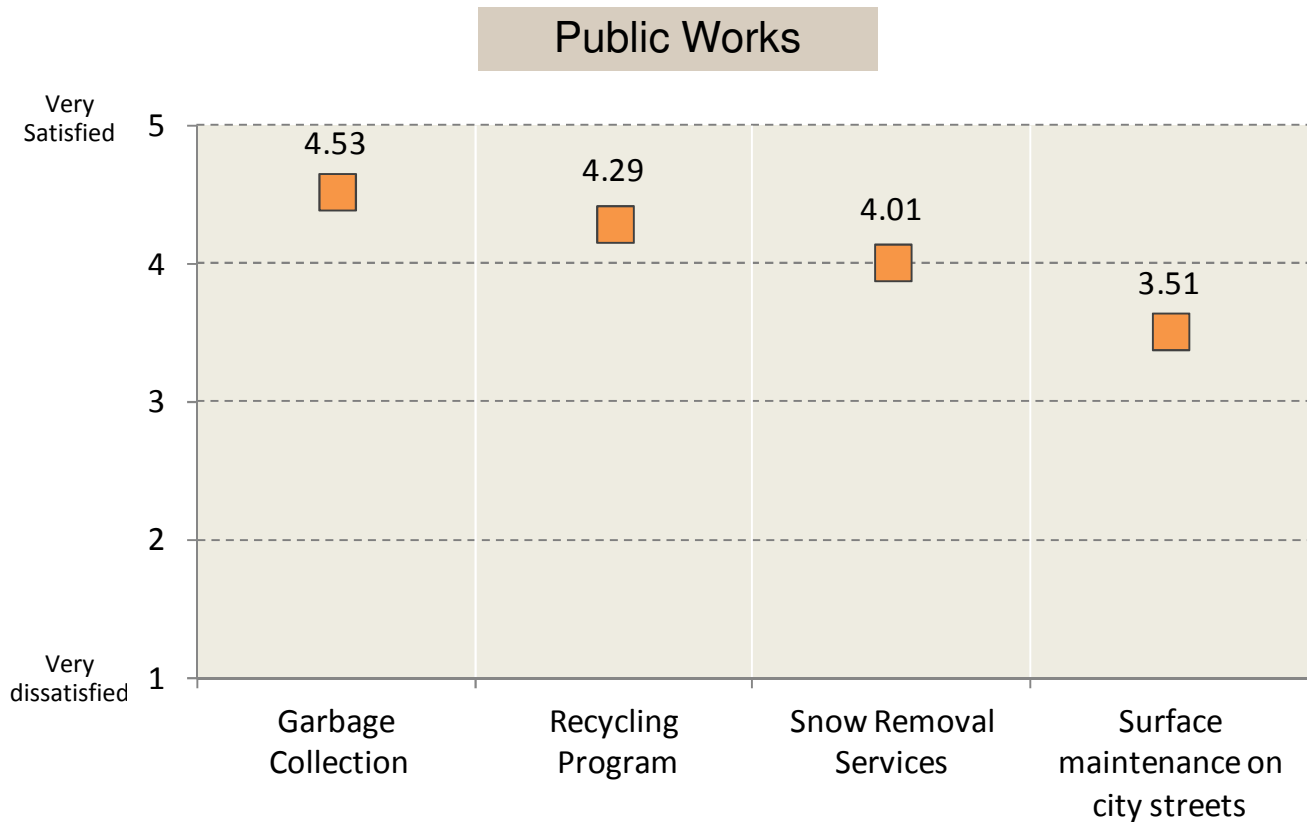
## Services

*Are you satisfied or dissatisfied with the following in Taylorsville City...?*



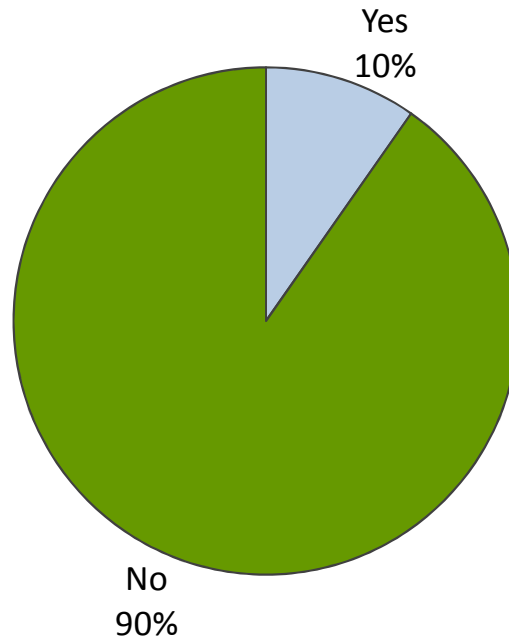
- ✓ Residents between the ages of 55 and 64, and residents who have lived in Taylorsville for 21 or more years are less likely to say they are satisfied with *land use, planning, and zoning*.

*Please rate the following Taylorsville Services:*

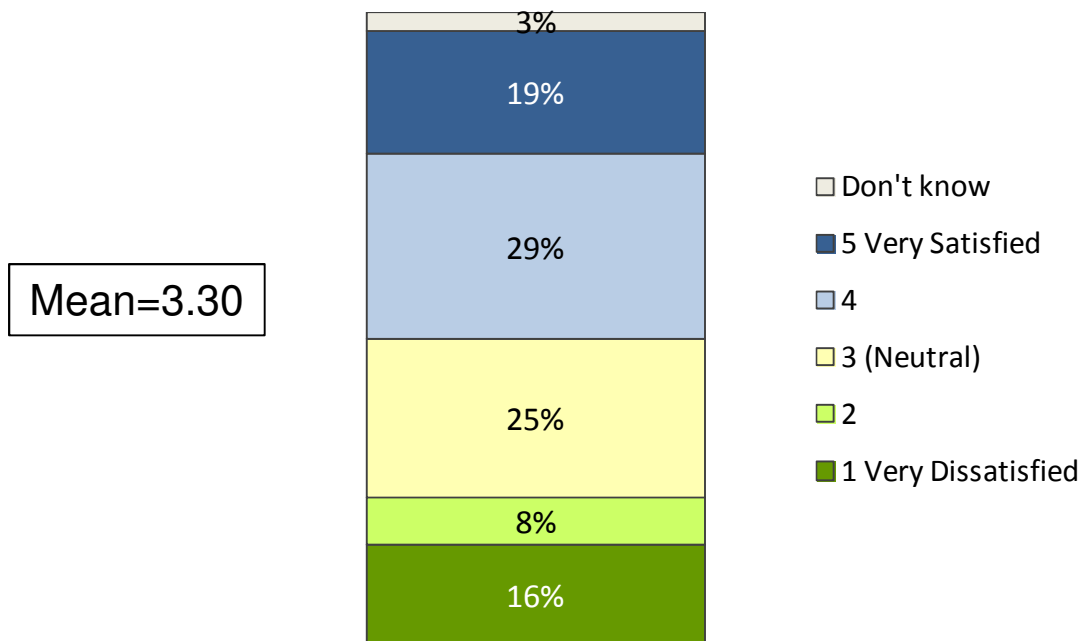


- ✓ Residents with an education level of high school or less, some college/tech school, and graduate degree are more likely to say they are very satisfied with the *garbage collection*..
- ✓ Residents with an education level of high school or less are more likely to say they are very satisfied with the *recycling program*.
- ✓ Residents with an education level of high school or less, and residents with no children living in the household are more likely to say they are very satisfied with *snow removal*.

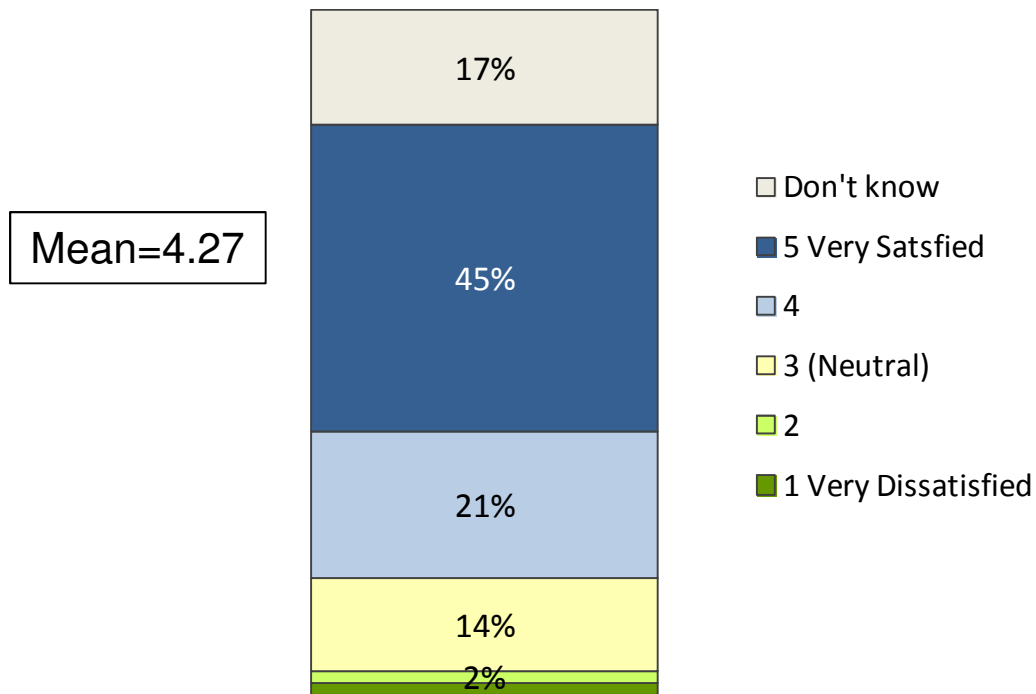
*Have you had any recent dealings with the Justice Court in Taylorsville?*



*Are you satisfied or dissatisfied with the Justice Court in Taylorsville? (number responding = 34)*



*Please rate your satisfaction with Taylorsville Dayzz on a 1-5 scale.*

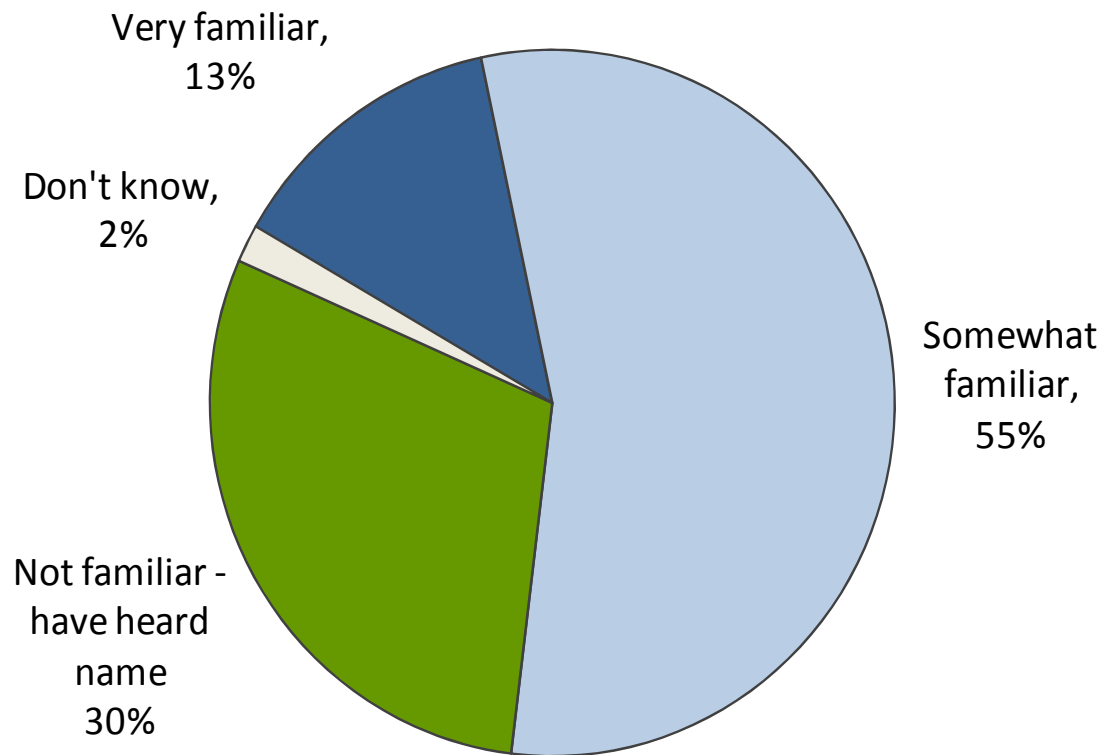


***Is there a community event you would like the city to promote or sponsor? (UNAIDED)***

Verbatim comments for this question are found in Appendix B.

# Unified Police Department

*How familiar are you with the Unified Police Department?*

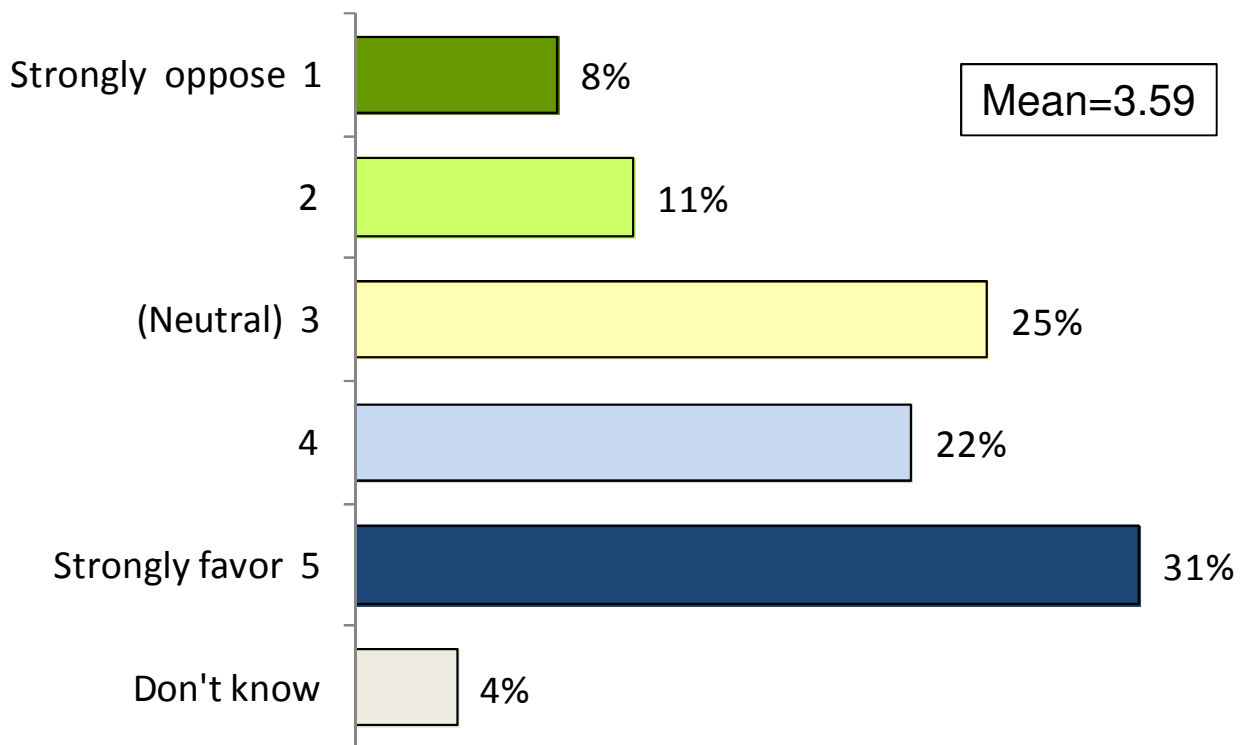


- ✓ Residents between the ages of 55 and 64 are more likely to say they are *somewhat familiar* with the Unified Police Department.
- ✓ Residents who own their own home and residents who have lived in Taylorsville for 21 or more years are more likely to say they are *not familiar* with the Unified Police Department.



# Unified Police Department

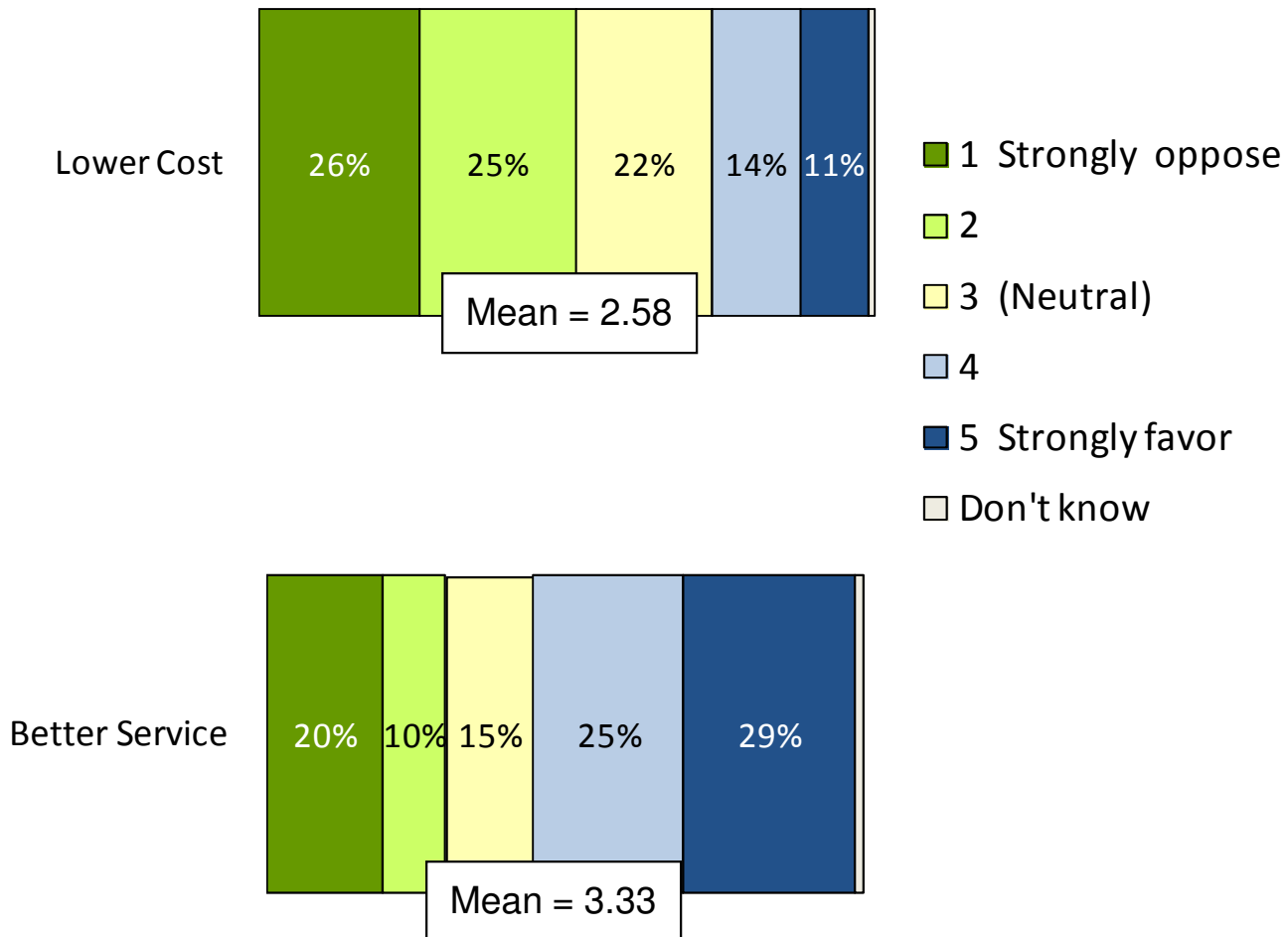
*Would you favor or oppose Taylorsville becoming part of the Unified Police Department?*



- ✓ Males are more likely to say they *favor* Taylorsville becoming part of the Unified Police Department.
- ✓ Residents between the ages of 55 and 64, aged 65 or over, and residents with 2 household members are more likely to say they *strongly favor* becoming part of the Unified Police Department.

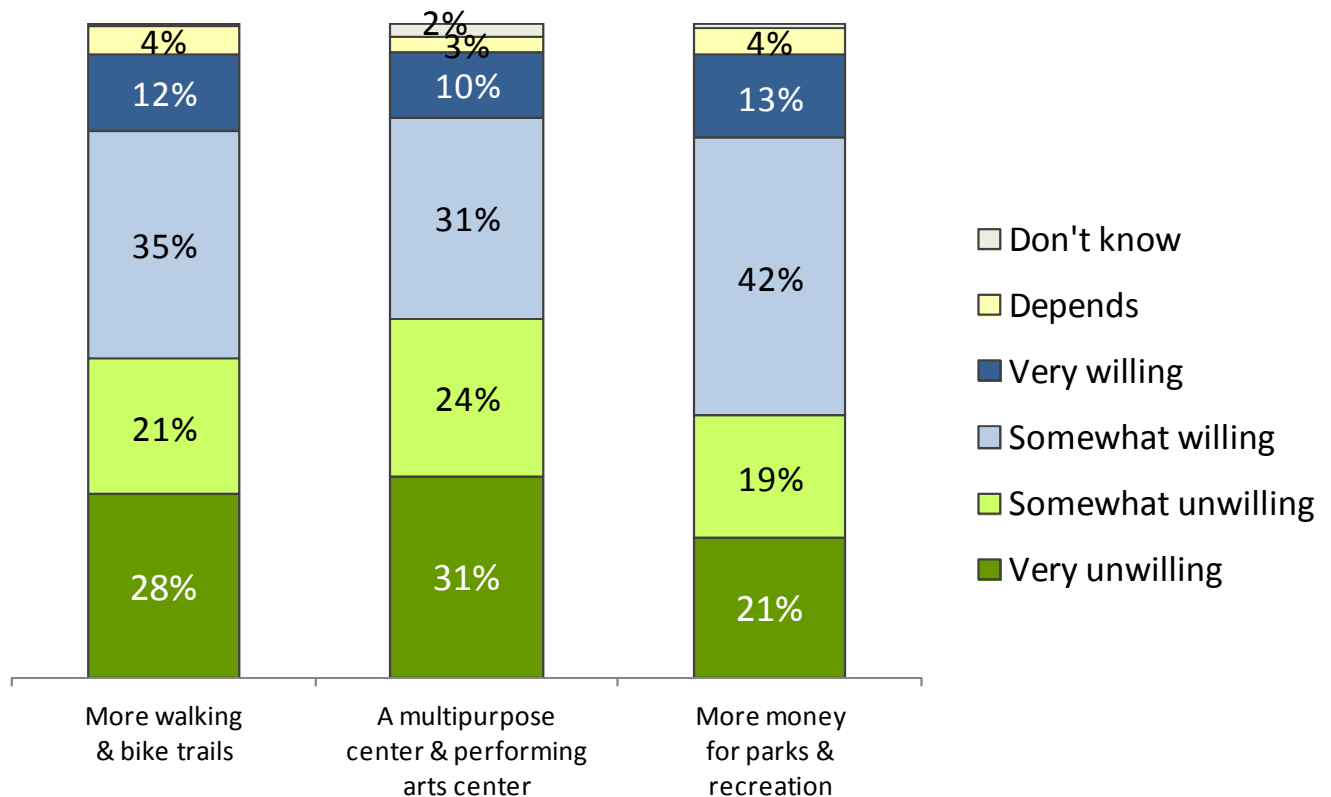
# Unified Police Department

*If oppose: If it meant \_\_\_\_\_ for Taylorsville would you favor or oppose? (number responding = 67)*



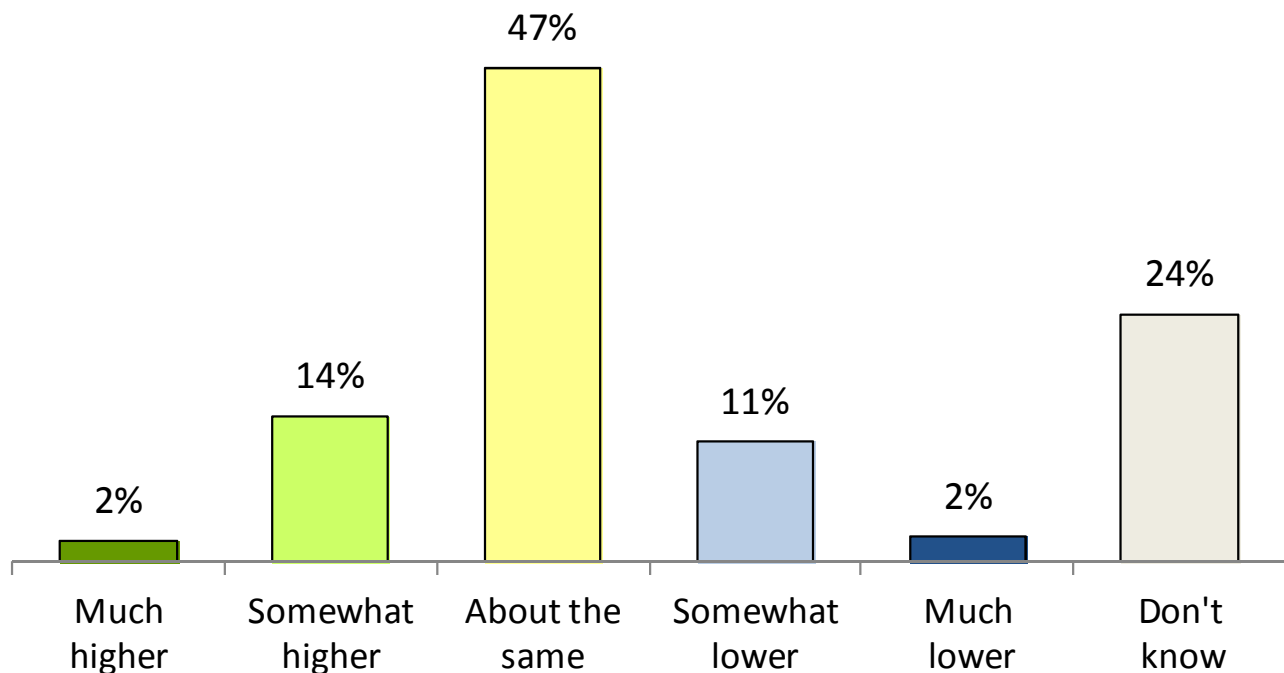
The higher the mean the more in favor of joining the UPD.

*How willing would you be to support a tax increase if it allowed the City to increase services for...?*



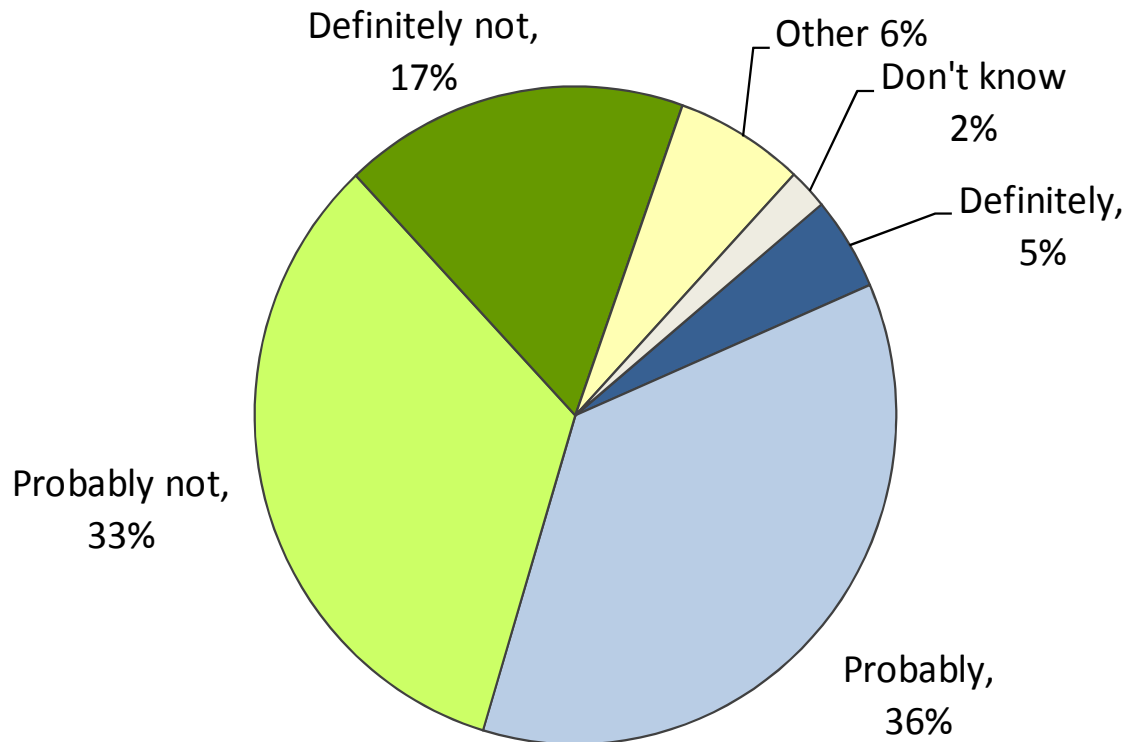
- ✓ Males are more likely to say they are very unwilling to support a tax increase if it allowed the city to increase services for more *walking and bike trails*.
- ✓ Females are more likely to say they are somewhat willing to support a tax increase if it allowed the city to increase services for more *walking and bike trails*.
- ✓ Residents between the ages of 55 and 64 are more likely to say they are somewhat willing to support a tax increase if it allowed the city to increase services for more *parks and recreation*.

*What is your perception of city property taxes in Taylorsville compared to other cities in Salt Lake County? Would you say property taxes in Taylorsville are...?*



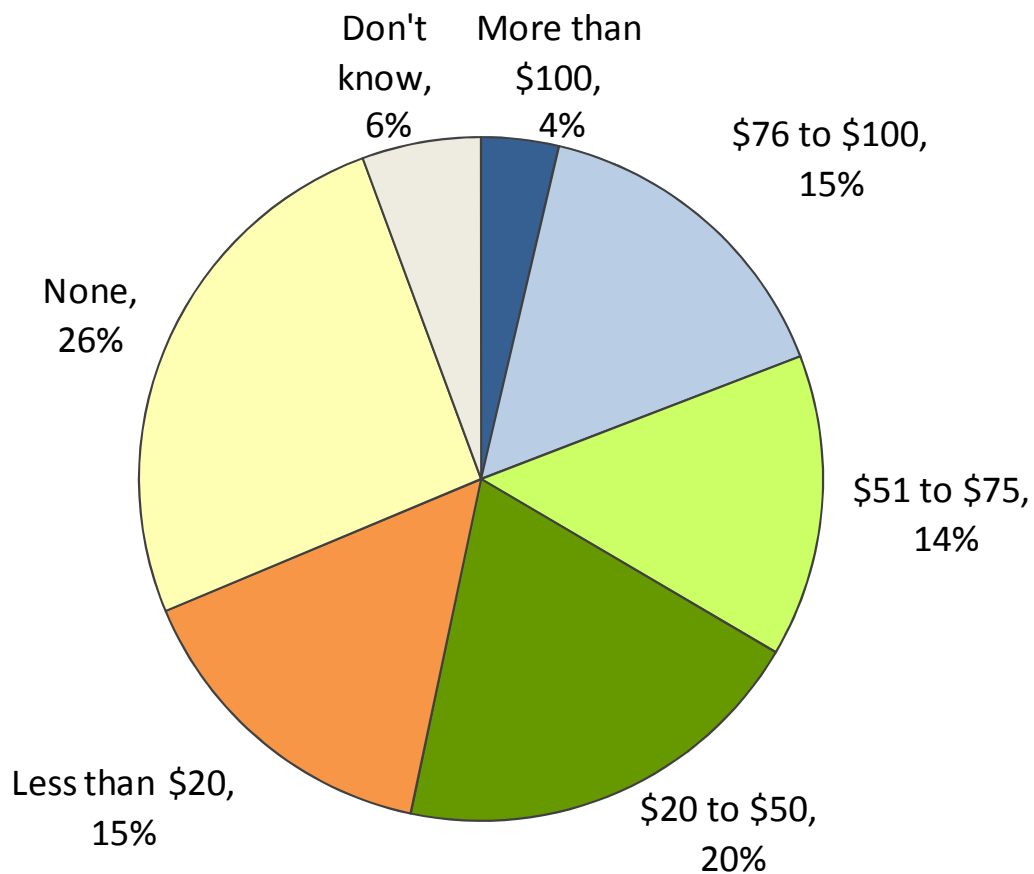
- ✓ Residents between the ages of 45 and 54, and residents between the ages of 55 and 64 are more likely to say their perception of city property taxes in Taylorsville compared to other cities in Salt Lake County is *about the same*.

*As the city looks at allocating its increasingly limited funds, would you be willing to pay more than you do now in order to maintain the same level of service you currently receive from the city?*



- ✓ Males are more likely to say they would *definitely not* be willing to pay more than they do now in order to maintain the current level of service.
- ✓ Residents with an education level of some college/tech school, and residents who have lived in Taylorsville for 11-20 years are more likely to say they would *probably not* be willing to pay more than they do now in order to maintain the current level of service.

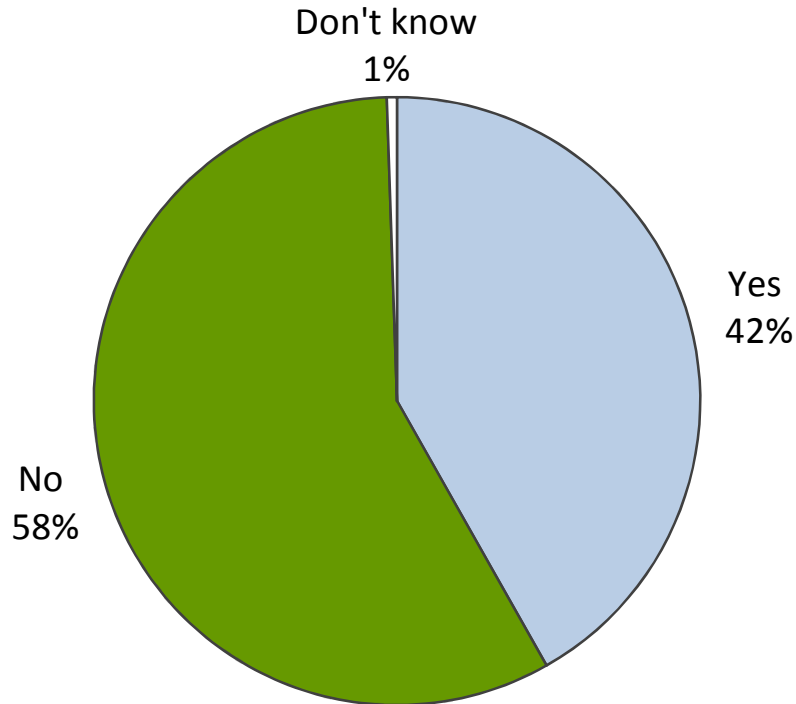
*How much additional taxes would you be willing to pay annually to maintain Taylorsville services at their current level?*



- ✓ Residents with no children living in the home are more likely to say they would be willing to pay an additional \$20 to \$50 in taxes to maintain services at their current level.
- ✓ Those who indicate they definitely would not support a tax increase are much more likely to say they wouldn't be willing to pay any additional taxes.

## Information Sources

*Have you visited the Taylorsville City website?*



- ✓ Residents aged 65 or over, and residents with an education level of High School or less are more likely to say they *have not* visited the Taylorsville City Website
- ✓ Residents with 4 people living in the household, and residents with children living in the household are more likely to say they *have visited* the Taylorsville City Website.

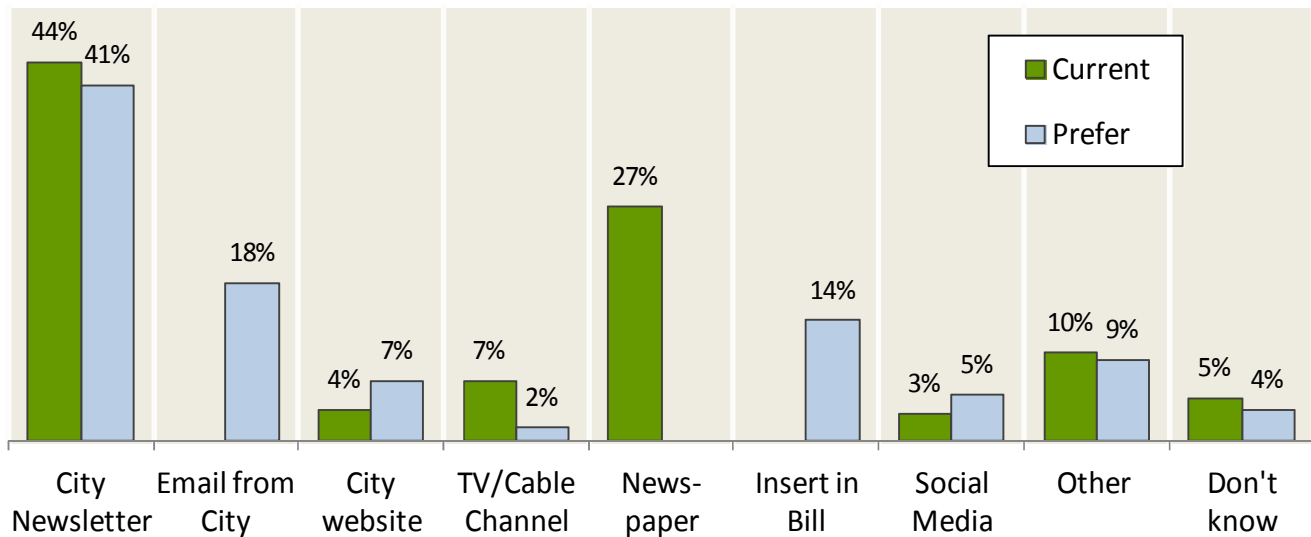
*What information or services would you most like to see offered on the city website?*

Verbatim comments for this question are found in Appendix B.

## Information Sources

*From which source do you **CURRENTLY** receive most of your information about Taylorsville City?*

*And, from which source would you **PREFER** to receive information from the City?*

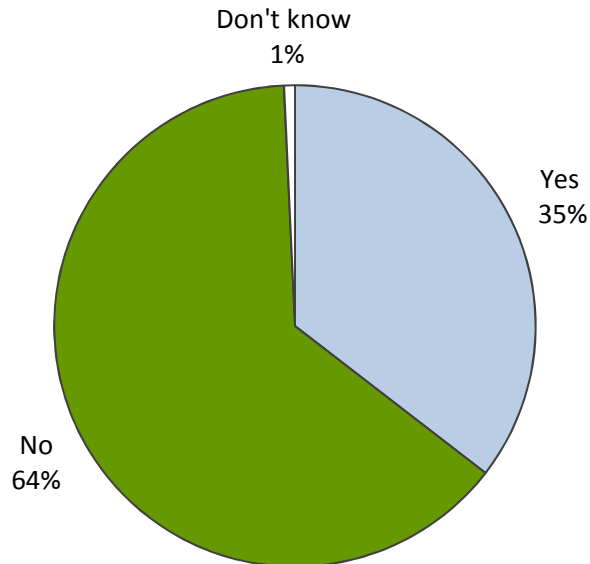


- ✓ Residents between the ages of 55 and 64 are more likely to say they currently receive most of their information about the city from the *Newspaper*.
- ✓ Females, residents with an education level of some college/tech school, and residents aged 65 or over are more likely to say they prefer to receive information from the city by *City Newsletter*.

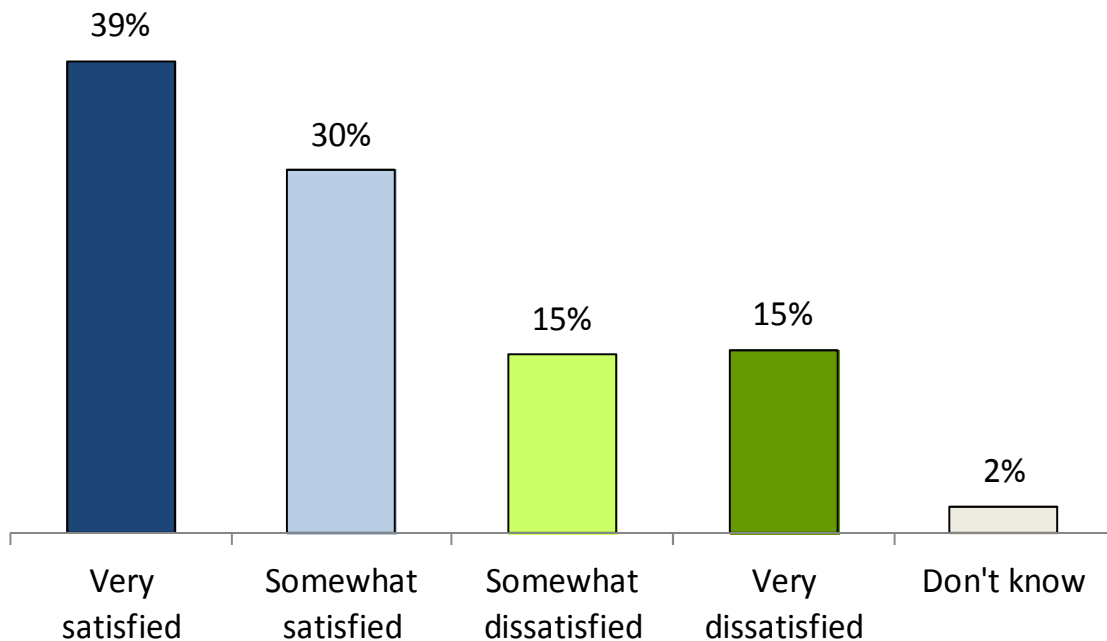


## Contact with Taylorsville

*During the past year, have you contacted any Taylorsville city office to seek service, information, or to file a complaint?*

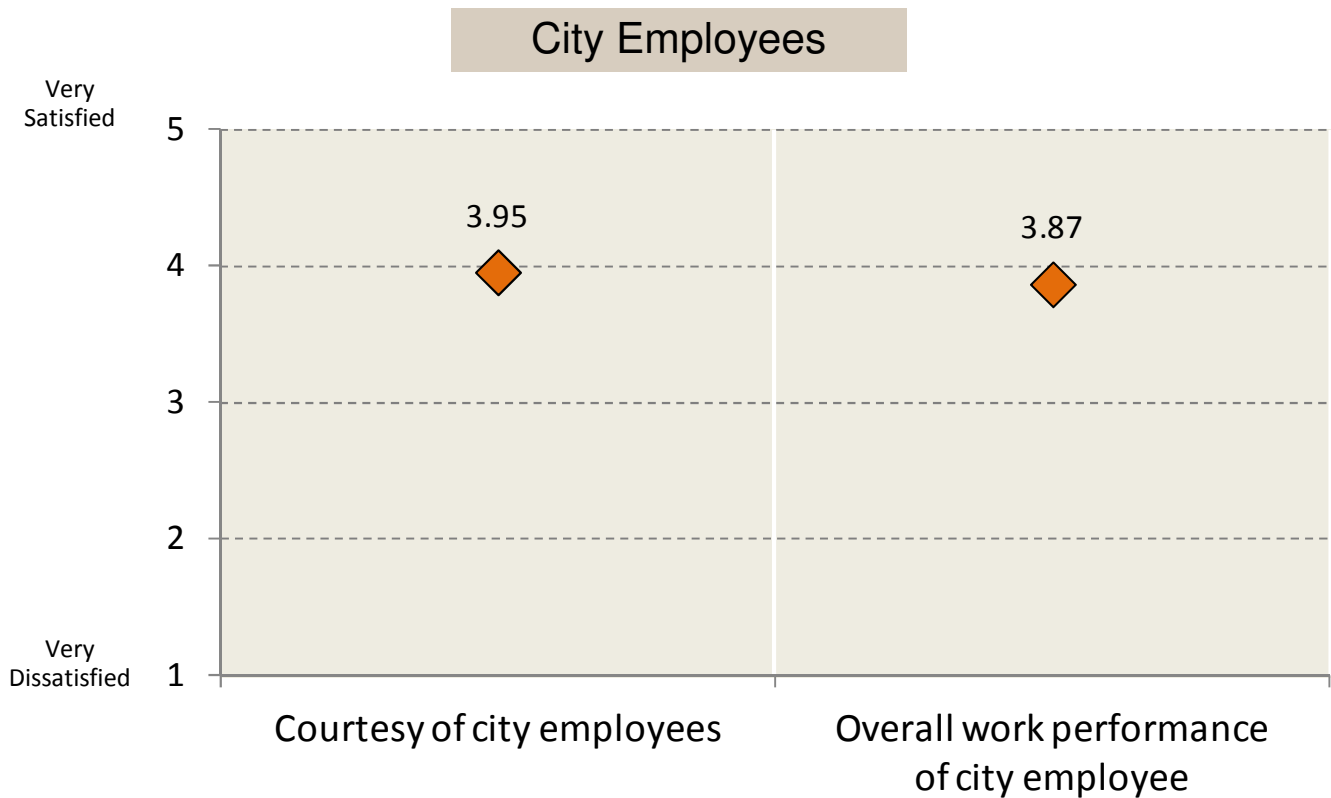


*Were you generally satisfied or dissatisfied with the city's response? (number responding = 124)*



## City Employees

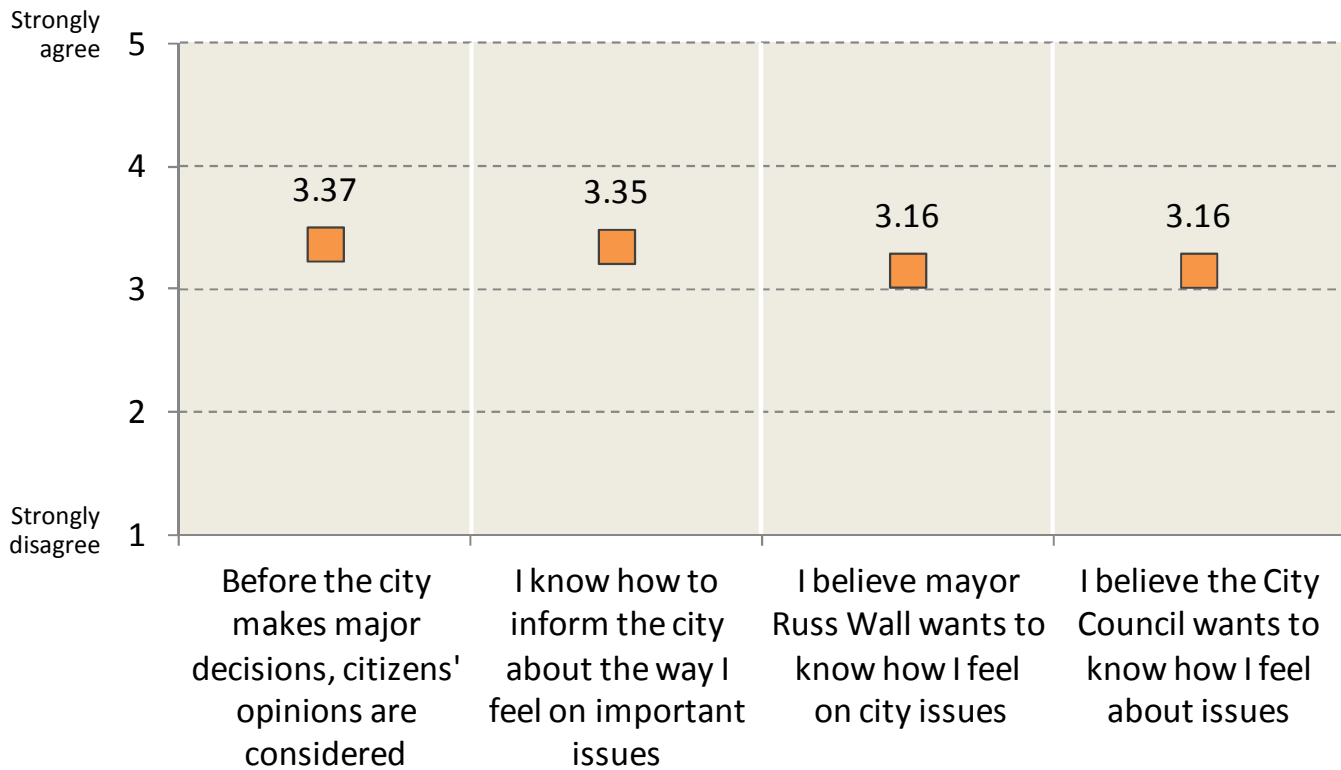
*Are you satisfied or dissatisfied with the following in Taylorsville City...?*



- ✓ Residents with no children living in the household, and residents with an education level of some college/tech school are more likely to say they are very satisfied with the *courtesy of city employees*.
- ✓ Residents who own their own home are less likely to say they are very satisfied with the *courtesy of city employees*.
- ✓ Residents with an education level of some college/tech school are more likely to say they are very satisfied with the *overall work performance of city employees*.
- ✓ Residents who own their own home are less likely to say they are very Satisfied with the *overall work performance of city employees*.

## Citizen Input

*Do you agree or disagree with the following statements about Taylorsville...?*



- ✓ Residents who have lived in Taylorsville for 21 or more years are more likely to say they strongly agree that *before the city makes major decisions, citizens' opinions are considered*.
- ✓ Residents who own their own home are less likely to say they strongly agree that *before the city makes major decisions, citizens' opinions are considered*.
- ✓ Residents who have lived in Taylorsville for 21 or more years, and residents with no children in the household are more likely to say they strongly agree that they *know how to inform the city about the way they feel on important issues*.
- ✓ Residents between the ages of 55 and 64, and residents with 2 household members are more likely to say they agree that they *believe the City Council wants to know how they feel about issues*.

## Comments & Suggestions

*What suggestions, comments, or questions do you have for those managing Taylorsville City?  
(UNAIDED)*

General positive	10%
Keep expenses down	7%
Keep taxes low	7%
Keep citizens informed	6%
Reduce crime/ improve police	5%
Neighborhood improvement	4%
Listen to citizens	3%
Road improvement/ construction	3%
Bring in businesses	3%
Like/ love Taylorsville	3%
Take care of citizen	3%
Consider citizens needs/ wants	3%
Improve communication	3%
Concerned about traffic	3%
Need better officials	2%
City beautification	2%
Improve city management	2%
Better code enforcement	2%
Other	13%
Don't know/ no comment	29%

Verbatim comments for this question are found in Appendix B.

# **Appendix A**

## **Questionnaire with Frequency Results**

# Appendix B

## Verbatim Comments

# **Appendix C**

## **Computer Cross-tabulations**